

THE RHETORIC OF ARISTOTLE

ETHOS HAS TO DO WITH THE SPEAKER

PATHOS HAS TO DO WITH AUDIENCE

LOGOS HAS TO DO WITH MESSAGE

THE TYPES OF RHETORIC OVERLAP AND ARE INTERRELATED (XXX)

FORENSIC (Legal) Whoever has the power of decision in the outcome of prosecution or defense is the judge of forensic speech. (xxxviii). Its divisions are accusation and defense. Its time is past. Its ends are justice and injustice (xxxviii)

EPIDEICTIC (Ceremonial) The judge has power of decision. This discourse has to do with praise or blame and its divisions are praise or blame. Its time is present. Its ends are honor and dishonor.

DELIBERATIVE (A deliberative discourse gives advise) The judges must be those whom the speaker tries to persuade to a course of action or to dissuade from it. Deliverative oratory is the public speaking of statesmen. Its divisions are exhortation and dissuasion. Its time is the future. Its ends are expediency and in expediency.

DEFINITIONS FROM THE RHETORIC

Dianoia arguments

Ethos character, disposition

Topos commonplace--places in the mind of the speaker

Enthymemes a kind of syllogism. The arguments good speakers actually use in persuasion are enthymemes. It is one link in a persuasive argument. you begin with an accepted or easily accepted truth, and proceed by easily followed steps to an acceptable conclusion.

Arrangement (TAXIS)

Diction (LEXIS)

Argument (DIANOIA)

Emotion (PATHOS)

RHETORIC is the faculty of discovering in the particular case all the available means of persuasion.

Judge related to our word critic (political advisor) (xxii)

Classical rhetorical theory tells us to look for logos, pathos, and ethos as the persuasive forces of a discourse.

"Rhetorical Theory as Heuristic and Moral: A Pedagogical Justification", Barry Brummett, Communication Educ, Vol 33, April, 1984, PP97-107) (An excellent article)

THE RHETORIC

The audience with which The Rhetoric is concerned is a popular one, untrained in rigorous thinking and unable to follow a long elaborate argument.

The means of persuasion are threefold. They consist in:

(1) evincing through the speaker a personal character that will win the confidence of the listener

(2) engaging the listener's emotions

(3) proving a truth, real or apparant by argument (xxxvii)

Mastering the art then calls for:

(1) the power of logical reasoning (logos)

(2) a knowledge of character (ethos)

(3) a knowledge of the emotions (pathe) (xxxviii)

Skills arising from Composition Memory and Delivery. With elocutio the speaker and the audience find closure using language characterized by correctness, clarity, ornament, and propriety.

THE RHETORIC

The ethos of the speaker ought to be good, for the audience will not trust a speaker if they think him or her bad. But the speaker must know the whole range of human ethos, since he or she must understand all human motives and emotions and their consequences.

For character the speech should show the speaker to be a person of intelligence, virtue, and good will. Such a person wins the confidence of the listeners. (Chapt I.9)